

REPETITION

Keep it consistent:

- 1) Fonts
- 2) Typeface
- 3) Colors
- 4) Alignment
- 5) Pictures
- 6) Bullets and Numbering

Purpose is to unify and add visual interest.

Robin William's Principle of Repetition is to repeat an aspect of the design throughout the entire piece.

CONTRAST

Most effective way to use contrast is for it to be very strong. **Don't be a wimp!**

Things to consider:

Size
Weight
STRUCTURE
Form
Direction
COLOR

"Robin's Principle of Contrast states, 'If the two items are not exactly the same, then make them different. Really different.'"

DESIGN PRINCIPLES 3-FOLD BROCHURE



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ALIGNMENT

Flush Left

Flush Right

Within alignment the four important elements are *visual connections*, *unity*, *over-use of center* and *justify*.



"Robin's Principle of Alignment states, 'Nothing should be placed on the page arbitrarily. Every item should have a visual connection with something else on the page.'"

PROXIMITY

Proximity is about:

- Grouping related items
- Showing a relationship to the items
- Unrelated items need to be separated.

*My
Flowers*

Marigold
Pansy
Carnation
Primrose

*My
Flowers*

Marigold
Pansy

Carnation
Primrose

"Robin's Principle of Proximity states that you 'group related items together.'"

FONTS

Font

Families:

- Slab Serif
- Sans Serif
- Oldstyle
- **Modern**
- *Script*
- *Decorative*



Font rule:

Only use a maximum of two font types per page (i.e. one serif and one sans serif).